



**Request for Proposals 22-02  
INDIANA EDUCATION SCHOLARSHIP ACCOUNT PROGRAM  
(INESA)**

**For  
INESA Marketing Services**

**RELEASE DATE: FEBRUARY 28, 2022  
DEADLINE FOR INQUIRIES: MARCH 16, 2022  
DEADLINE FOR SUBMISSION: MARCH 25, 2022**

**INESA CONTACT**  
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**QUESTION 1: CAN YOU PLEASE SHARE INESA'S YEARLY BUDGET FOR MARKETING SERVICES?**

**ANSWER 1:** WE DO NOT HAVE A SET ANNUAL BUDGET. WE ARE REQUESTING THAT EACH RESPONDENT PUT FORTH A COST PROPOSAL ESTIMATION FOR THE SCOPE OF SERVICES OUTLINED IN THE RFP.

**QUESTION 2: WILL THE APPLICATION FOR FAMILIES AND PROVIDERS ONLY BE ONLINE?**

**ANSWER 2:** YES. ALL APPLICATIONS WILL BE PROCESSED THROUGH A SECURE, ONLINE PORTAL.

**QUESTION 3: HAVE YOU IDENTIFIED ANY KEY PERFORMANCE INDICATORS (E.G. NUMBER OF FAMILY APPLICATIONS, NUMBER OF PROVIDERS, ETC.) IF SO, PLEASE SHARE.**

**ANSWER 3:** WE PLAN TO MEASURE SUCCESS, IN PART, BY HOW MANY VISITORS ARRIVE AT OUR WEBSITE AND ENGAGE WITH OUR SOCIAL MEDIA, BUT ALSO BY HOW MANY OF THOSE ARE QUALIFIED LEADS THAT RESULT IN ELIGIBLE STUDENTS WHO APPLY FOR AN ESA AND QUALIFIED PROVIDERS WHO ARE APPROVED AS PARTICIPATING ENTITIES. AS PART OF A RESPONDENT'S PROPOSAL, PLEASE INCLUDE ANY IDEAS AND CONCEPTS OF WHAT SHOULD CONSTITUTE SUCCESS OF A COMPREHENSIVE MARKETING PLAN.

**QUESTION 4: CAN YOU DETAIL A BIT MORE YOUR EXPECTATIONS ON WEBSITE UPDATES? ARE YOU LOOKING FOR SUGGESTIONS ONLY OR FOR A TEAM TO IMPLEMENT?**

**ANSWER 4:** WE ARE LOOKING FOR SUGGESTIONS ON DESIGN, UNIFORM BRANDING, CONTENT, LANGUAGE AND WAYS TO MAKE OUR WEBSITE MORE VISABLE TO INCREASE ENGAGEMENT.

**QUESTION 5: CAN YOU SHARE MORE DETAILS ON INESA'S TIMELINE FOR THE APPLICATION PROCESS (E.G. PROVIDERS' APPLICATIONS OPEN AND CLOSE, FAMILIES' APPLICATION OPEN AND CLOSE, ETC.)?**

**ANSWER 5:** PROVIDERS MAY START APPLYING IN LATE APRIL. THAT APPLICATION WILL REMAIN OPEN ALL YEAR ROUND. FAMILIES MAY APPLY STARTING IN JUNE AND APPLICATION WINDOW WILL CLOSE MID-AUGUST 2022.

**QUESTION 6: DOES INESA HAVE ANY BRANDING OR THEMING THEY ARE LOOKING TO KEEP OR EXPAND UPON? IF SO, PLEASE SHARE.**

**ANSWER 6:** NO, WE DO NOT.

**QUESTION 7: CAN YOU GIVE ANY PRIORITIZATION OF TARGET AUDIENCES: FAMILIES, PROVIDERS, SCHOOLS?**

**ANSWER 7:** OUR PRIORITY LIST FOR MARKETING TO THOSE GROUPS IS AS FOLLOWS, BUT IS OPEN TO SUGGESTIONS FROM RESPONDENTS: (1) MARKETING TO FAMILIES OF STUDENTS AGED 5-22 WHO HAVE A DISABILITY AND REQUIRE SPECIAL EDUCATION; AND (2) PROVIDERS OF QUALIFIED EXPENSES WHO OFFER THEIR SERVICES TO THESE ELIGIBLE STUDENTS. SCHOOLS ARE A SUBGROUP OF PROVIDERS UNDER THIS PROGRAM. OTHER EXAMPLES OF PROVIDERS ARE ABA CENTERS, PROVIDERS OF THERAPY (I.E. SPEECH OR OCCUPATIONAL THERAPY), OTHER EDUCATIONAL SERVICE PROVIDERS, TUTORS, FEE FOR SERVICE TRANSPORTATION, AND AGENCIES THAT OFFER COURSES, PROGRAMS, OR CAMPS FOR ELIGIBLE STUDENTS.